ZACK APKARIAN

MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

April 30, 1986

Ms. Karen Eisen
PHILIP MORRIS, INC.
120 Park Avenue
New York, New York 10017

Dear Karen:

The following is to confirm our understanding of the Marlboro Menthol In-Depths research (#839086-A) which we will be coordinating for you.

In Grand Rapids, MI, telephone screenings will be undertaken to identify 72 king-size smokers of full flavor menthol cigarettes in the following proportions: 24 Current Marlboro Menthol smokers, 24 Past Two Year Trier/Rejectors of Marlboro Menthol and 24 Aware/Non-Triers of Marlboro Menthol. All respondents who qualify for one of the three quota groups will be asked about their regular brand, their experience with Marlboro Menthol, experience with brands other than their regular brand (menthol and non-menthol) and various demographic questions. Only those respondents who are Current, Trier/Rejectors, or Aware/Non-Triers of Marlboro Menthol will be scheduled to participate in an in-depth interview. All other respondents will be terminated after demographics have been obtained.

Appointments will be made on Wednesday, May 28th, and Thursday, May 29th. Three respondents will be scheduled every half hour and each will be paid $20.00 in cash at the conclusion of the In-Depth interview. A copy of the scheduled appointments has been enclosed.

Sincerely yours,

Zack Apkarian

ZA/dm

cc: Jeanne Bonhomme
Avery Krut
Gail Apkarian

2045026575

Source: https://www.industrydocuments.ucsf.edu/docs/mxkj0004